

# **RJ REYNOLDS**

TOBACCO COMPANY

**COPY**

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

May 6, 1998

**RJR Account #026040**

Mr. F. Attea

M. ATTEA & BROS.

**JUNE CTS: DORAL BUY 8 PACKS GET 2 PACKS FREE / PROMOTION #800541**

Dear Frank:

DORAL B8G2F 'PRE-SLEEVED' product (6M) has been ordered to ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product.

<b>DORAL B4G1F BRAND STYLEs</b>	<b>UPC Code</b>	<b>#/ (6M) Cases</b>
<b>Light King</b>	12300-25291	<b>54</b>
<b>Light 100</b>	12300-25292	<b>54</b>
<b>FF 100</b>	12300-25293	<b>54</b>
<b>Lt Men 100</b>	12300-25294	<b>54</b>
<b>Ult Lt 100</b>	12300-25295	<b>54</b>
<b>Box 100</b>	12300-25296	<b>54</b>
<b>Lt Box 100</b>	12300-25297	<b>54</b>

Billing per 6M Case:

**24 Savings Cartons**

Product Arrival:

**May 18, 1998**

Ship Date to Retail:

**Week of: June 8, 1998**

EFT \$ Amount:

**\$82,898.27**

**PARTNERS 'BONUS' REPORTING DESCRIPTION**

**'DOR JUN B8G2F'**

51859 6628

B8G2F CTS  
M. ATTEA & BROS.

**PROMOTION DESCRIPTION:**

**\*\*\*\*\* NO PACKING IS REQUIRED \*\*\*\*\***

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAIL ACCOUNT  
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$3.60 per each promoted 6M case for all product packed and shipped to retail on a timely basis. This equates to \$1,360.80 (378 (6M) case(s) @ \$3.60). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen  
L. E. MacWilliams

Enclosure: Customer List

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

DOR88JUN.DOC

51859 6629



**DIRECT ACCOUNT RETAIL CUSTOMER LIST****PROMOTION #800541: DORAL BUY 8 PACKS GET 2 PACKS FREE****RETAIL DISTRIBUTION DATE: 6/8/98****\*\* NO PACKING REQUIRED \*\* POS Kits / Floor Base Displays will be shipped directly to Retail Accounts.****7 BRAND STYLES: DORAL LT/ LT 100/ FF 100/ LT MEN 100/ ULT LT 100/ BOX 100/ LT BOX 100****7 STYLES**

S/REP	R/REP	ACC	ACCOUNT NAME	ADDRESS	CITY	STATE	ZIP	SEGMENT	DATE	VAL	CARTONS PER STYLE
162606	162628	460523	ANTONE'S	101 CENTRAL AVE	SALAMANCA	NY	RS	26040	M ATTEA & SONS INC		60
162606	162628	480762	BEARCLAW TRADING PST	RT. 280	STEAMBURG	NY	RS	26040	M ATTEA & SONS INC		60
162606	162628	665431	ANTONE'S II	CENTER & BROAD ST	SALAMANCA	NY	RS	26040	M ATTEA & SONS INC		60
162606	162628	767863	THE M&M SMOKESHOP	RT 17 & W.PERIMETER R	STEAMBURG	NY	RS	26040	M ATTEA & SONS INC		60
26040 Total											54
											CASE(S) PER STYLE